

ORDER



WAVY

Orders

Order / Rev: 219280

Alt Order #:

Product Desc: 11/3-11/6 HIRSCHBIEL-DPV

Estimate:

Flight Dates: 11/03/12 - 11/06/12

Original Date / Rev: 11/02/12 / 11/02/12

Order Type: REG

Primary AE: Petry Philadelphia

Sales Office: P-PHI

Sales Region: Nat

Agency

Name: Greer Margolis & Mitchell

Buying Contact:

Billing Contact:

1010 Wisconsin Avenue Northwest

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: POL/Hirschbiel DPV

Demographic: A25-54

Product Codes: PL1

Priority: P2

Revenue Codes: AGY, POL, POL-CAND

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID: IN117/SP159/AL1336

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	24	\$9,000.00	\$7,650.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	24	\$9,000.00	\$7,650.00	0.00
Totals	24	\$9,000.00	\$7,650.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	11/03/12	11/03/12	WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
				WAVY News 10 Sa 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$200.00		0.00			
N 2	WAVY	11/04/12	11/04/12	WAVY News 10 Sunday 6a	CM	6a-7a	-----S	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
				WAVY News 10 Sunday 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$200.00		0.00			
N 3	WAVY	11/03/12	11/03/12	WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
				WAVY News 10 Sa 7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$400.00		0.00			
N 4	WAVY	11/04/12	11/04/12	WAVY News 10 Sunday 7a	CM	7a-8a	-----S	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
				WAVY News 10 Sunday 7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$400.00		0.00			
N 5	WAVY	11/03/12	11/03/12	Today Show Sa	CM	8a-10a	-----S-	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
				Today Show Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$500.00		0.00			
N 6	WAVY	11/03/12	11/03/12	Sat Hour 1	CM	8p-9p	-----S-	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
				Saturday 8-9p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$300.00		0.00			

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Advertiser: POL/Hirschbiel DPV
 Product Desc: 11/3-11/6 HIRSCHBIEL-DPV
 Estimate:

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WAVY	11/03/12	11/03/12	Sat Prime Other 3 Sat Prime Other 3	CM	9-11p	-----S-	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$300.00		0.00			
N 8	WAVY	11/03/12	11/03/12	LN Sa WAVY News 10 @11 Sat	CM	11p-1130p	-----S-	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$800.00		0.00			
N 9	WAVY	11/04/12	11/04/12	WAVY News 10 Sun 6p WAVY News 10 Sun 6p	CM	6p-7p	-----S	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$300.00		0.00			
N 10	WAVY	11/04/12	11/04/12	Sun News 11p (Football) Sun News 11p -- Late	CM	1130-12a	-----S	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$800.00		0.00			
N 11	WAVY	11/04/12	11/04/12	Su 12a-1a Su 12-1a	CM	12a-1a	-----S	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$50.00		0.00			
N 12	WAVY	11/05/12	11/05/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	M-----	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$700.00		0.00			
N 13	WAVY	11/05/12	11/05/12	Today Show 3 Today Show 3	CM	10a-11a	M-----	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$250.00		0.00			
N 14	WAVY	11/05/12	11/05/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p	M-----	:30	1	\$75.00	P4	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$75.00		0.00			
N 15	WAVY	11/05/12	11/05/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	M-----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$125.00		0.00			
N 16	WAVY	11/05/12	11/05/12	M-F 3-4p Maury Povich	CM	3p-4p	M-----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$125.00		0.00			
N 17	WAVY	11/05/12	11/05/12	M-F 4-5p M-F 4-5p	CM	4p-5p	M-----	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$175.00		0.00			
N 18	WAVY	11/05/12	11/05/12	Mon Hour 3 Monday 10-11p	CM	10p-11p	M-----	:30	1	\$1,100.00	P2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$1,100.00		0.00			
N 19	WAVY	11/05/12	11/05/12	LN M-F M-F News 10 @ 11	CM	11p-1130p	M-----	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$800.00		0.00			
N 20	WAVY	11/06/12	11/06/12	WAVY Early Today New WAVY News @ 430a	CM	430-5a	-T-----	:30	1	\$25.00	P5	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$25.00		0.00			
N 21	WAVY	11/06/12	11/06/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	-T-----	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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N21	WAVY	11/06/12	11/06/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	-T-----	:30	1	\$700.00	P2	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	-T-----		1		\$700.00		0.00				
N22	WAVY	11/06/12	11/06/12	Today Show 2 Today Show 2	CM	9a-10a	-T-----	:30	1	\$300.00	P2	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	-T-----		1		\$300.00		0.00				
N23	WAVY	11/06/12	11/06/12	Today Show 3 Today Show 3	CM	10a-11a	-T-----	:30	1	\$250.00	P2	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	-T-----		1		\$250.00		0.00				
N24	WAVY	11/06/12	11/06/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	-T-----	:30	1	\$125.00	P3	0.00 NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	-T-----		1		\$125.00		0.00				
Totals													24	\$9,000.00